



netWorked Youth Research for Empowerment in the Digital society

Valorisation Plan

Deliverable number **WP.8 – D.8.1.**

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1 Introduction

The overall objective of **valorisation activities** defined in the **Valorisation Plan** (from now on **VP**) is to inform the wider community about project principals, objectives and methodology related to the youth participation in building a contemporary and future society and make this community the heir of these processes.

In that sense, the main goal of the WYRED valorisation is to inform the community about the environment created by the project that guarantee the safe development of this processes, to promote its further development and exploitation in order to create the youth opinion hub and spread it worldwide.

This **VP** shall represent the support to consortium partners in assuring a maximum of impact not only among the consortium and the participating countries, but also beyond, in a wider European context.

For this purpose, a **valorisation team** shall be installed by the consortium, where each partner is represented and which will be leaded by the leader of the work package.

Valorisation team will be composed by following contact person:

- P1. Valentina Zangrando, USAL
- P2. Selma Nametak, Oxfam Italia
- P3. Anna Renau, PYE
- P4. Sedef Altas, Zuhall Yilmaz Dogan, DOGA
- P5. Mary O'Reilly, Early Years
- P6. Panagiotis Chatzimichail, YEU
- P7. Sabine Zauchner-Studnicka, MOVES
- P8. Nick Kearney, Boundaries
- P9. Aharon Hauptman, TAU

As we will see more in detail, **VP** implies defining of clear tools for informing appropriately a wider community about WYRED project results and processes (**dissemination**) and convincing individuals, as well as stakeholders, to start using the results in their operational



environment (**exploitation**). For being able to do so, we need to focus on defining in a most precise possible way our targets and to construct targeted messages.

The VP will be built upon **Dissemination Plan** (from now on **DP**) and upon **Exploitation Plan** (from now on **EP**).

As per project proposal, the **VP** will be revised annually and evaluated based on valorisation reports (from now on **VR**) and on improvement guidelines given in it.

2 Valorisation plan – structure and glossary

Valorisation is the process of disseminating and exploiting the results of projects with a view on optimizing their value, strengthening their impact, transferring them, integrating them in a sustainable way and using them actively in systems and practices at local, regional, national and European level.



Figure 1 Valorisation key elements

That means that dissemination and exploitation strategies are aimed to guarantee the project results and processes sustainability and to enhance their impact, leverage and replicability potentialities.



Dissemination is a planned process of providing information on the quality, relevance and effectiveness of the results of programs and initiatives to key stakeholders.

Defining DP requires some steps that are compulsory for considering a DP complete. These steps are the following:

- a) *Defining tangible and intangible products to be disseminated*
- b) *Defining target groups / categories (both on national and international level)*
- c) *Combining targeted messages / products to target category*
- d) *Defining key measurable quantitative and qualitative indicators*

- e) *Defining of most appropriate dissemination tools*
- f) *Defining partner roles*
- g) *Defining timeframe*

In **evaluating** dissemination activities, we must take into consideration the outreach and the attitude developed by different stakeholders (targets).

Dissemination that can be considered effective is the one that demonstrate the awareness of the target groups about innovative, quality and impact potentialities of the project outcomes and activated processes.

Not always the outcomes can be replicable, but the processes, if successful, shows more flexibility to be adapted in different contexts, and as a such, can bring to different but likewise results in other contexts.



Exploitation implies activities of mainstreaming (actual transfer of successful results to appropriate stakeholders and decision-makers) and multiplication (convincing end-users to adopt or apply the results of the projects)

Defining EP requires some steps that are compulsory for considering a EP complete. These steps are the following:

- a) *Defining tangible and intangible products to be exploited*
- b) *Defining the potential leverage level of the processes and results*
- c) *Defining target groups / categories (both on national and international level)*
- d) *Matching products and target groups*
- e) *Defining key measurable quantitative and qualitative indicators*
- f) *Defining partner roles*
- g) *Defining timeframe*

The success of the exploitation activities is closely linked to the success of the dissemination. More the dissemination will be effective (in terms of full awareness about relevance of aims, methodologies, outcomes) more it will be easy to exploit the project outcomes and processes. As stated above, it is crucial to communicate the whole project process in order to raise community

interest in it, and in the WYRED specific case, it is the process rather than research outcomes that has to be taken into consideration if we want to make young people opinion makers and not idea incubators (research results will be indeed relevant for specific issues treated, but in the entire context of impact on policies and opinion making processes, the methodologies used may be more relevant).



Sustainability is strongly influenced by the success of the above strategies which are not only its constituent pillars. The sustainability is determined by a sense of ownership, not only the partner's one, but also the beneficiaries one. Their commitment can be paragoned to a relay race in athletics where the relay is delivered but the receiving athlete run in the same direction and he puts his maximum effort for the same cause. For that reason, it is crucial, from the very beginning, to understand on what we want to invest and what kind of return of investment we can expect, in order to choose, in a best way, our dissemination and exploitation targets.



Figure 2: Sustainability key factors

2.1 Dissemination and Exploitation target groups

One of the most important questions while setting a strategy for dissemination and exploitation is to identify stakeholders that can be interested in the project's results. Disseminating a project means formulating messages to identified stakeholders and entering in dialogue with them.

Moreover, it is important to understand that some target groups are to be addressed in different way if they represent also potential exploiters.

For exploitation of the results, it is necessary to ensure that those who are direct beneficiaries of the project must be well informed and own the project outcomes. For that reason, they become first target group and fundament of the further dissemination and exploitation.

Project will be disseminated by all partners at a local, national & EU level. The project will be disseminated also towards staff of the project partners.

In order to better identify dissemination and exploitation strategies, each partner will create a list of contacts who may be interested in the project for their national context, according to the following categories:

T1 Children, Young people, Youth organization and platforms

T2 Educational institutions: children and adult education

T3 Policy and decision makers;

T4 Opinion makers: strategist, experts, scientists and researchers;

One common list of international stakeholders will be created too.

Template for filling stakeholder data base is attached to this VP, see attachment n. *01_Stakeholder contacts database*

2.2 Tangible and Intangible WYRED dissemination products

Below, the general overview of the tangible and intangible products of the WYRED project that are to be disseminated or exploited.

PRODUCTS	SHORT DESCRIPTION
Project handbooks, toolkits and reports	All materials produced that illustrate the project implementation methodologies, the research methodologies, data processing methodologies, toolkits such as <i>inclusion criteria</i> and similar, reports

	on project outcomes such as evaluation report and <i>similar</i> , etc which first pass through dissemination phase so they can be exploited in further stages
Platform	Online platform promoted as a safe environment that guarantee to young people the place to network worldwide, to exchange, to formulate opinion and to create a virtual international youth influencing hub
Manifesto WYRED	Manifesto promoted as a vision and mission of the WYRED network
Artefacts	Artefacts promoted as outcomes of the generative research that express the youth point of view on contemporary and future societal priorities
Evaluation reports and recommendations	Evaluation reports and recommendations promoted as a structured and systematized outcomes of the research
WYRED Network	WYRED network promoted as a structured process that enable young people to transform their ideas in influencing opinions able to impact policies
Youth capital and expertise	Promoting WYRED process and network as a system able to enhance youth competences during and after project lifetime
Project events and activities continuous dissemination process	Promoting in a continuous way all project activities and events that maintain constant attention of beneficiaries and other stakeholders on the processes triggered by the project

3 Dissemination Plan

The most important effort must be made at the very beginning in order to make a right choice which can guarantee the balance between the realistic possibility to fulfil the goals, the time consumption and financial means available for the dissemination activities.

Following the tasks identified in the application form in order to meet defined objectives, the WYRED overall dissemination strategy accounts for:

- **Raising awareness** - let potential beneficiaries know what we are doing and make them understand the relevance
- **Inform** - educate the community and make it well informed and aware of the benefits of joining our project or adopting its strategies, methodologies, outcomes etc.
- **Engage** - get input/feedback from the community in order to better meet their needs and identify new potential best practices and
- **Optimizing outreach** by monitoring and assessing impact of dissemination activities and constantly improving it,
- **Promote**— our outputs and results.

KEY TANGIBLE AND INTANGIBLE PRODUCTS	KEY MESSAGES / ACTIONS	TARGET	KEY AUDIENCE	INDICATORS	DISSEMINATION TOOLS	TIMEFRAME
Project handbooks, toolkits and reports	Informing and Promoting project processes and approaches, methodologies, on inclusion, social dialogue, research, networking, data processing and valorisation	T1 T2 T4	Early childhood Primary schools Secondary schools Further and Higher Education Universities Non formal education institutions Youth clubs and associations NGO's dealing with youth issues Experts and strategist in different disciplinary area treated in the research phases	Online platform use Web page visits Open and click through rates of emails Web page referrals N. of informative materials distributed Registration of informative meetings held Registration of participation to events promoting key actions N. of educational materials distributed	Informative meetings and events Printed promotional and communication materials Web-site and social media Newsletter Educational materials	<u>M.4 – M.36</u>
Platform	Informing and Promoting a WYRED platform as a safe environment for online networking and exchange among young people making evident the added	T1 T2	Intermediary formal education institutions Non formal education institutions	Effective use of the platform N. of informative materials about platform distributed N. of educational materials	Informative meetings and events Printed promotional and communication materials Web-site and social media	<u>M.6-19 – M.36</u>

	value of the platform compared to other social media		Youth clubs and associations NGO's dealing with youth issues	distributed	Newsletter	
Manifesto	<p>Informing and Promoting the WYRED spirit and principals, necessary to make understand young people the rights WYRED promotes</p> <p>Informing and Promoting these principals among opinionist and strategists so they can start considering the youth perspectives from early phases of the policy making processes</p>	<p>T2</p> <p>T3</p> <p>T4</p>	<p>Academic environment dedicated to research on youth issues</p> <p>Experts and strategist in different disciplinary area treated in the research phases</p>	<p>Web page visits</p> <p>N. of informative materials distributed</p> <p>Registration of informative meetings held</p> <p>N. of young people that participate and undersign the Manifesto</p>	<p>Informative meetings and events</p> <p>Printed promotional and communication materials</p> <p>Web-site and social media</p> <p>Newsletter</p> <p>Media</p>	<u>M.3 – M.36</u>
Artefacts	<p>Informing and Promoting the use of artefacts for research purposes</p> <p>Informing and Promoting the use of artefacts for defining youth policies in opinion and policy making processes</p>	<p>T3</p> <p>T4</p>	<p>Academic environment dedicated to research on youth issues</p> <p>Experts and strategist in different disciplinary area treated in the</p>	<p>Registration of informative meetings held</p> <p>Evidences on consulting artefacts for research and policy purposes on platform (still to be</p>	<p>Informative meetings and events</p> <p>Printed promotional and communication materials</p> <p>Web-site and social media</p> <p>Newsletter</p>	<p><u>M.16-19</u></p> <p><u>M. 33-36</u></p>

			research phases	better define the way in which the use of artefacts will be regulated) Statistic of online repositories for research outcomes Data on festivals participations	Press releases Online repositories for research outcomes	
Evaluation reports and recommendations	Informing and Promoting recommendations produced in elaboration and interpretation phase for opinion and policy making process purposes	T1 T2 T3 T4	Academic environment dedicated to research on youth issues Experts and strategist in different disciplinary area treated in the research phases	N° of publications referring to WYRED findings and recommendations. N° of legislative procedures influenced by WYRED recommendations	Media Printed promotional and communication materials Web-site and social media Newsletter Press releases Online repositories for research outcomes Informative meetings and events	M.18-23 M.35-36
WYRED Network	Promoting the WYRED network as a structured process and tool for young people through which transform their ideas in influencing opinions able to impact policies	T1 T2 T3 T4	Project beneficiaries Project partners Associate partners Youth clubs and	Number and quality of interactions among beneficiaries and associate partners N. of members of the WYRED Association	Website and social media Online platform Newsletter Promotional and communication	M.3 – M.36

			associations NGO's dealing with youth issues Decision makers Opinion makers		materials Media Meetings and events Association as a tool of network promotion	
Youth capital and expertise	Promoting WYRED process and network as a system able to enhance youth competences during and after project lifetime	T1 T2	Youth organizations NGO's dealing with youth issues Educational systems Labour market	Quality of findings produces in 1 st and 2 nd research cycle Level of participation and engagement into project trainings N. of peer to peer training sessions organized in the framework of the project on project issues and methodologies Differences between baseline and endline surveys in terms of attitude, knowledge and skills	Media Web and social media Online platform	M.16 – M.36
Project events and activities continuous dissemination process	Promoting in a continuous way all project activities and events that maintain constant attention of beneficiaries and other stakeholders on the processes triggered by the project	T1 T2 T3 T4	Project beneficiaries Project partners Associate partners Educational and research Institutions	N. of web page hits Webpage referrals N. of informative materials distributed Social media statistics and	Web page and social media Newsletters	<u>M.3 – M.36</u>

			<p>Youth clubs and associations</p> <p>NGO's dealing with youth issues</p> <p>Decision makers</p> <p>Opinion and policy makers</p>	<p>analysis</p> <p>Press releases and press reviews</p>		
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3.1 Distribution channels and tools

All dissemination activities will be supported by a set of tools and materials consisting of the following: *visual identity, project website, social media, promotion and communication materials*

Beside the communication process on international level, as far as each partner of the consortium will communicate in its country contexts, it is useful to refer to EU Commission guidelines on communication available on webpage http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm .

"The EU guide to communication" composed by several short videos about science communication in general, and specific tips on how to get the media on board can be found on the above page.

3.1.1 WYRED Visual Identity

The WYRED logo and slogan competition will be realized within WP4 at the beginning of the project. All partners will provide feedback on the logo, and the partnership will decide on the final, official project logo to be used. The logo will represent the youth participatory culture. The WYRED logo will promote recognition of the project identity throughout its life-time. The logo will be included in all communication, external and internal.

In order to maintain a sort of consistency in terms of image, a set of communication templates will be developed for both internal and external communication during the project. All communication templates include the project logo, the project number, the Horizon 2020 logo, and the relevant disclaimer. The following templates will be available:

- ✓ WYRED Template for deliverables
- ✓ WYRED word and excel Template
- ✓ WYRED Template for presentations
- ✓ WYRED Template for newsletters and other promotional materials

Whole visual identity of WYRED is enclosed to this VP, *att. 05 WYRED Visual Identity*

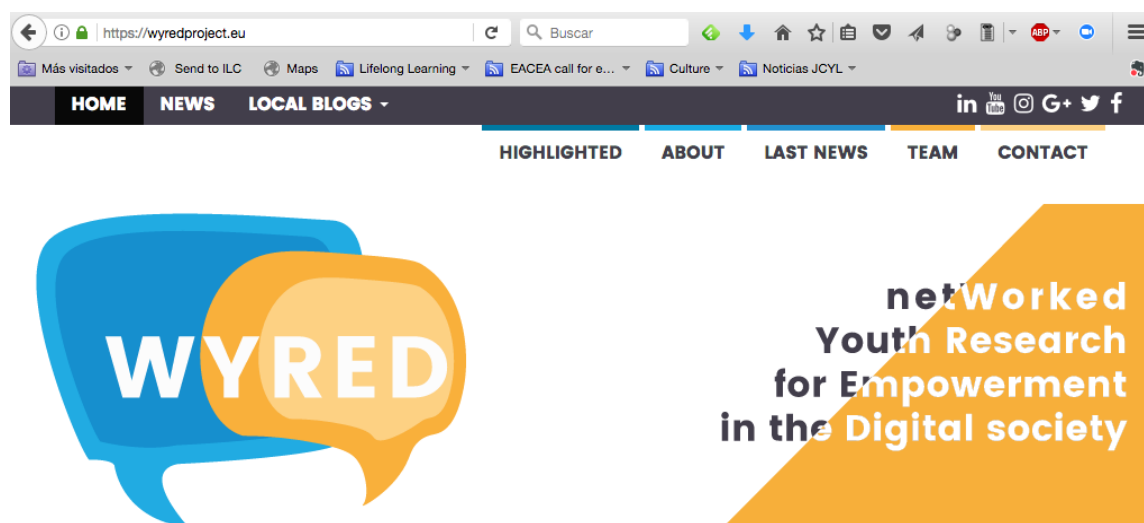
3.1.2 WYRED Project Website

The WYRED public website will be developed by USAL starting from M3 of the project.

For detailed information about website architecture please refer directly to the:



<https://wyredproject.eu/>



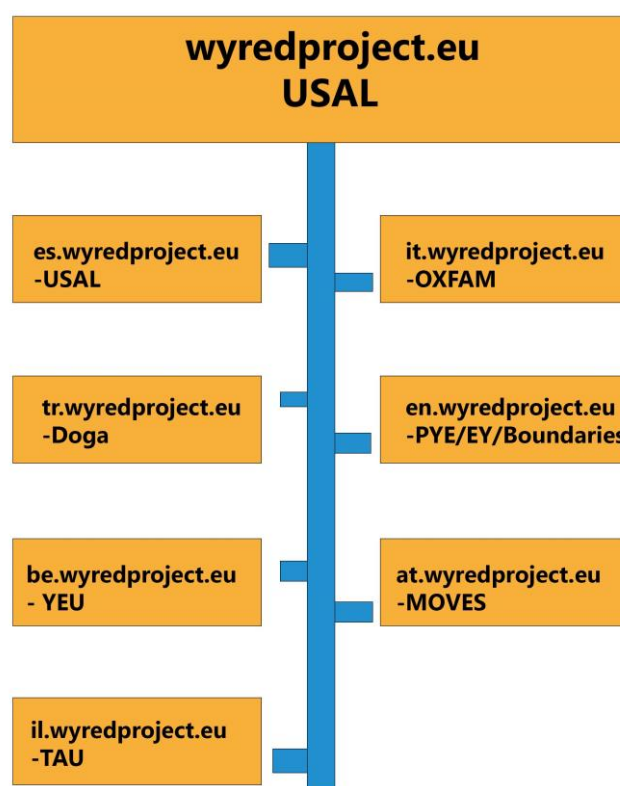
WYRED project Homepage

As foreseen, the languages of the website will be the languages of consortium partner countries. In the main page of the website the user will find all the information about the project and there will be a general blog in English where the news about the project implementation and activities will be published. In each country partner site there will be a "local" blog in the country language where the local team will publish news about the activities they are carrying on (in English or in their own language, as they prefer).

Each blog will be managed by a valorization contact person / member of valorization team, who has the responsibility of checking and publishing the posts (in the case of UK where 3 partners are involved, each partner will have a contact person and the three of them could publish news on behalf their teams). The contact person will have an access as administrator of the blog (username and password provided by USAL), so to have the possibility to update, publish or remove the posts. As coordinator of the blog we suggest the contact person each partner has indicated for the valorization WP.

The publication of news in the main page blog will be coordinated by USAL. The contents that partners would like to publish on the main blog in English shall be translated and sent to the USAL coordinator through WYRED blog forum in Redmine. We suggest that partners follow the same workflow in their country blog (so a member of the team can send to the local blog coordinator an

email with the news to be published and she/he will take care of publishing them in the local language blog).



Structure of the local blogs

The website will be linked to a **Google Analytics** account. Google Analytics is one of the most powerful tools out there for monitoring and analysing traffic on the website. It gives many information about who is visiting the site, what people are looking for, and how they are getting to the website. In particular, this kinds of data are important to monitor dissemination results. The important information coming from the analytics are useful in order to monitor and evaluate the results of the dissemination efforts. These information are:

- Where our visitors are coming from – very important if we are targeting a specific audience.
- How our visitors found your website – this is very important for determining which of our efforts are paying off. It shows if visitors found our site directly, through a referral from social pages (ex: Twitter, Facebook), or from search engines.



- What keywords were used by visitors in the search engines to get to our website – this is very crucial for SEO. Knowing which keywords people are searching for to get to our site determines if we are on the right track, considering that the WYRED website will be indexed with the use of particular keyword (SEO).

News about the project activity and events will be published in the “news” section of the website in English and in the national blogs in all partners’ languages. They will be shared in WYRED social media.

Articles criteria for dissemination

When posting an article on national blogs in the website, think about translating it in English and posting it through USAL on the main, common blog, in case:

- It is a good practice that partners and general audience might benefit from
- It can influence policy makers at different levels
- It rewards young people efforts implementing project’s activities

3.1.3 WYRED Social Media

After the website development, the WYRED coordinator will create and launch the WYRED social media accounts based on social media survey (see attachment n. *06_Partners_Social Media Survey*) filled by each partner of the consortium.

Short summary of the survey:

- Consortium has expressed their preferences on Facebook page (8 out of 9 partners consider Facebook page useful and more appropriate for project dissemination purposes rather than Facebook group which would risk to be a clone of a WYRED platform).
- Twitter, even if it wasn't considered essential, it will be adopted by the project to reach European research communities as recommended by the H2020 programme.
- YouTube was preferred by 7 out of 9 partners of the consortium and it will allow the dissemination of many research artefacts (in particular multimedia products) in a wider community.
- Instagram was selected by 5 out of 9 partners of the consortium.
- LinkedIn was chosen by 3 out of 9 partners of the consortium. Its use will be taken into account in a next stage of the project.

All the choices have been sustained by several arguments, pro and cons on targets to reach, on possible targeted messages and on possible language barriers (see attachment n. *07_Partners_Social Media Survey_results*).

The social media activity is one of the most powerful tools to disseminate, give visibility and reach a large number of our target audiences.

WYRED social media strategy aims to:

- ✓ Customer Interaction: having WYRED project on social media through a fanpage or a project profile is a great way to learn more about the users. Through comments or posts, we get to have direct feedback and conversations with our target audience.
- ✓ Give a personal touch to project's communication: Being well connected is important for the project. We need to be able to communicate with people and grow our contacts. The best possible way to do that is through direct involvement. Social channels allow us to give the project an image.
- ✓ Develop a loyal fan base: Social Channel allows us to develop our own community. The important thing is to post links and content that is both relevant and useful. In order to reach



more users as possible, the posts about WYRED project will be also shared in groups connected to the field of the project relevant topics and active citizenship.

- ✓ **SEO:** Search Engine Optimization is a key aspect for anyone who wants to build a significant presence on the web. Having a Facebook page for the WYRED project can help us in our SEO efforts as well. All the links and posts on the page are indexed by search engines. So having a page flowing with continuous relevant content will definitely give a jump in search engine rankings.

Considering the numerous and different social networks available, several elements should be taken into consideration when choosing the social media for the project purposes. We need to take in account that different social networks can be addressed to different target groups. Moreover, it is important to make the distinction between targeting those who are the target of the action (beneficiaries - youth) and targeting other stakeholders for dissemination as potential exploiters. The partners agreed on the use of some socials evaluating the possible target groups and pro and cons of each of them. Not less relevant was making balanced choice between time and other resources investments and the real possibility to achieve the results.

Posts on social media will follow these topics:

- ✓ News on WYRED project activities (firstly inserting them in the news section of WYRED website).
- ✓ Images, graphs or info-graphics that could be of interest to WYRED beneficiaries, or dissemination target.
- ✓ Tips, best practices, suggestions.
- ✓ Videos, motivational videos or interviews about success stories and good practises in the field of WYRED research.

Each post should include the same hashtag that will be our brand recognition. OXFAM will launch an online poll where all partners will choose between two hashtags: (i.e. **#WYRED**, that represents the acronym of the project itself or **#YouthResearchNetWork**, that summarises the ultimate goal of the project etc...) . News about the project could be also disseminated/shared through the regular partners' accounts in these social media when possible.

Moreover, it is necessary to follow indication given by European Commission that invites the consortium to follow the official Twitter account for the Horizon 2020 programme **@EU_H2020** and to become part of the community of projects on social media, where it is possible to notice the use of a new hashtag **#ResearchImpactEU**. *Please use this new hashtag and tag us @EU_H2020 whenever you*



are announcing 'breaking news' which clearly shows the real impact of your EU funded research (e.g. TV/radio/newspaper features). Also, if you manage the Horizon 2020 Twitter account for your project we would like you to introduce your project to us via twitter and tag us @EUJH2020. We can then add you to our new Twitter list - helping us to stay informed about your activities (http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm).

WYRED Social Media accounts:

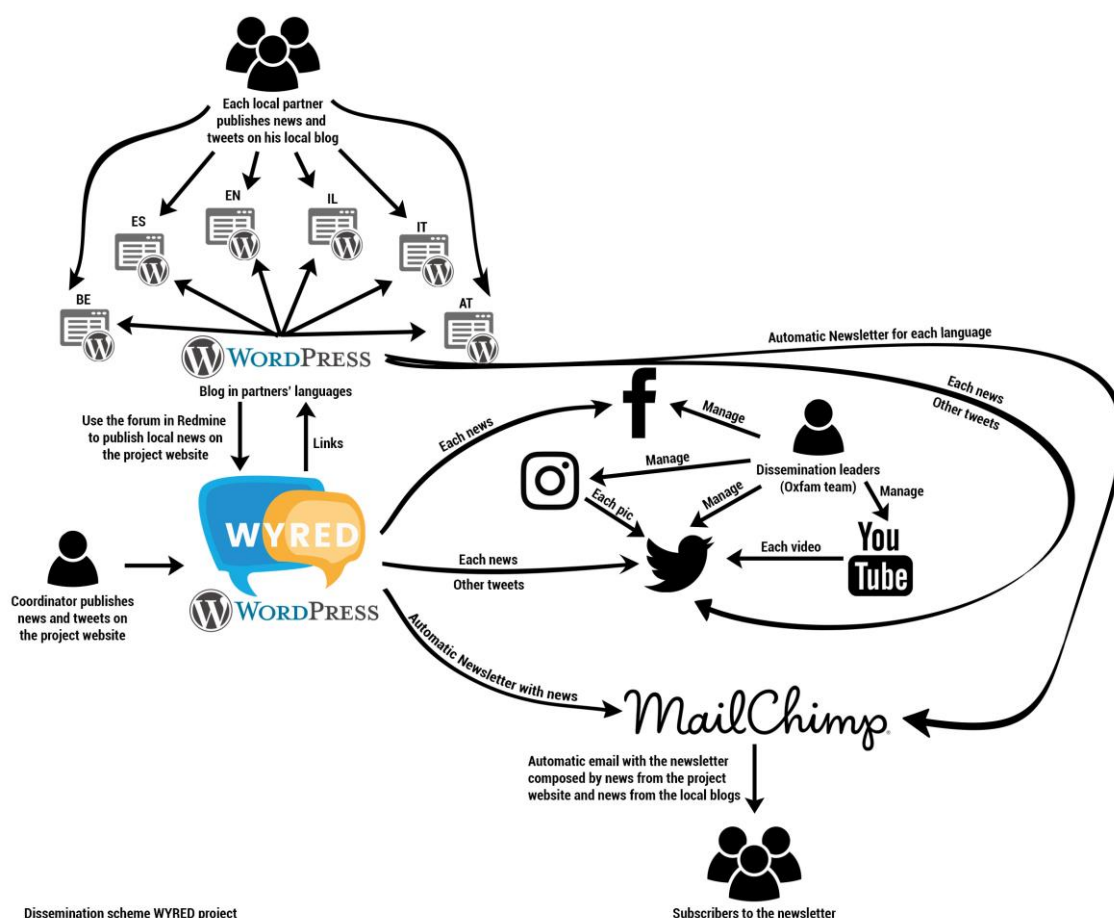
Facebook: <https://www.facebook.com/wyredeuproject/>

Instagram: <https://www.instagram.com/wyredeuproject/>

Youtube: <https://www.youtube.com/channel/UCYUj-1xXd9332sVFhh3DFJg>

Twitter: <https://twitter.com/wyredeuproject>

3.1.3.1 Online Dissemination Strategy



Online Dissemination Strategy

- The coordinator will manage the news of the WYRED website.
- Each partner will have access to the project website (local blog) to publish news or edit his/her own news.
- The Oxfam team, as dissemination leader, will have access as editor in order to publish but also to review and modify the news already published.
- The news of the WYRED website will be automatically published into the WYRED Facebook and Twitter profiles.



- Partners will post to the Twitter account directly from the project website (local blogs), so they will not need to manage the Twitter account, remaining all their activity centralized through the WordPress account.
- The valorisation responsible of each team will choose among the news published in the local blog the posts that will be published in the newsletter. To do this, she/he will assign the category "Newsletter" to the news selected in the WordPress.
- Once a month Mailchimp will be in charge of sending the newsletter formed by the news that are in the category "Newsletter" to the subscribers. We are going to have an unique subscription list with the contact list that each team have identified in the contact valorization database. There will be also the option to subscribe to the newsletter in the blogs.
- For publishing news on social media "manually", the coordination system will be guaranteed by Oxfam. Partner shall send to OXFAM ITALIA, Selma Nametak, the news that are to be published on different social media. Below some guidelines for elaborating data to be sent to Oxfam:

In order to maintain a common style of social media posts, here some criteria to follow:

- **Length:** bearing in mind language specificities, an average article should be more than 30 lines (one page)
- **Images:** please always include at least 2 pictures of good quality, quote the author and make sure you have the permission to use them
- **Useful links:** in case you mention any references or for further reading.

Publication of some types of news will be synchronised with the main blog.

Social media	Possible target group	pros	cons
Facebook page or group	young people stakeholders	<p>Profile</p> <ul style="list-style-type: none"> is optimized for individual people to connect and interact with friends and followers can have an unlimited number of followers can send unlimited private messages to "friends" <p>Pages</p> <ul style="list-style-type: none"> Pages have a lot more commercial functionality than Profiles are optimized for artists, businesses and brands to showcase their work and interact with fans can have an unlimited number of fans can be checked in to (if a local business) -- alerting friends of the person checking in that they're at your business can run hyper-targeted ads to get traffic, emails, Likes, etc. can schedule future posts can access a huge array of stats on posts, fans and fan demographics, etc. <p>Group</p> <ul style="list-style-type: none"> can give more opportunities to the users in terms of participation and informations sharing 	<p>Profile</p> <ul style="list-style-type: none"> Facebook explicitly states Profiles are not to be used "primarily" for commercial purposes can have a max of 5000 friends can be tagged (by friends) but not checked in to can only "boost" a post for \$6.99 -- and that's it (no targeting) cannot schedule future posts do not have access to stats on posts, friends and friend demographics, etc. <p>Page</p> <ul style="list-style-type: none"> can send private messages to fans -- but only after the fan has sent the first message unilateral communication <p>Group</p> <ul style="list-style-type: none"> A Facebook group could be a potential clone of the WYRED platform and can be a distraction from it requires more effort in terms of management and contents control
Twitter	professionals	<ul style="list-style-type: none"> Because the length of a tweet on Twitter is limited, it doesn't take much effort to provide a specific message to your followers. It takes a lot of time and effort into the content of website, but it really only takes a couple of minutes to craft a tweet at most. In doing so, it is possible to connect followers to website or distribute brand images with ease and keep your business at the top of the minds of your followers. 	<ul style="list-style-type: none"> Twitter only permits 140 characters and the contents could be neglected. The time involved may not be worth the actual cost for some project. It takes a lot of time to develop a community and engage with it. Many of the profiles have full-time workers manning their Twitter account to make sure people receive a response in a reasonable amount of

		<ul style="list-style-type: none"> • It is possible to craft and schedule tweets. This means save time without lose the marketing momentum established. • It is easy to extend the reach of the project by tweeting and retweeting posts. This process makes it simple to expand the reach of a brand because each retweet acts as its own ambassador. 	<p>time. If we are trying to do this all on our own, the experience can become overwhelming very quickly.</p> <ul style="list-style-type: none"> • User growth is stalling, compared to other social networks • twitter has implemented an algorithmic timeline. In this way the tweet of new and small profile could be neglected • Novice users don't stick around
LinkedIn	professionals	<ul style="list-style-type: none"> • Steady, reliable performer for professionals • Place to go for thought leadership • Analytics are becoming stronger 	<ul style="list-style-type: none"> • According to the web, only ¼ of the LinkedIn users are active • Often need multiple times for contents to be seen • requires a large time commitment
YouTube		<ul style="list-style-type: none"> • The real benefit of starting a YouTube channel comes from how the videos can be shared. You can allow others to embed your video onto their website for additional views and exposure. 	
Instagram	Teenagers and young people	<ul style="list-style-type: none"> • Visually pleasing network offers engagement opportunity • most of Facebook's top advertiser are also active on Instagram • It is a go-to option for teenagers • Instagram has been growing faster than any other social platform 	<ul style="list-style-type: none"> • As long as the social network is based on images, it is not possible to share contents

3.1.4 WYRED Promotional and Communication materials

✓ *Newsletters and Press Releases*

Newsletters can serve a number of purposes. They can create or increase awareness, provide basic information, or create a sense of stability and commitment for a project. But the most relevant aspect of the newsletter is that it reaches audiences the project aims reaching. The proposal states that the newsletter will be produced monthly but as long as WYRED wants to diversify the tools used for the dissemination, including a massive action on the social media and the public website, the new division of the work and the deadlines concerning this output could be a yearly press release (1 per year) and a monthly newsletter starting from month 8. The news will be collected and generated through the website, taking information and news from local and general blogs. Structure and timing of the newsletters could change according to the project needs.

3.1.5 Events

A key strand of dissemination activity is the WYRED participation in events, which is targeted at the general public. Throughout the project, the consortium will participate in events organised in the different partner countries or internationally. Given the wide social relevance of the work involved in the project, a conventional academic conference would not have an appropriate wide reach. For this reason, WYRED aims to participate in existing events. The principal strategy is to partner with other youth events, rather than competing, and focus on engaging through the online component especially. These events provide an appropriate forum which allow the WYRED activity to extend its reach considerably. Furthermore, all the partners will identify some local events, conferences, seminars, meetings and workshops in which the WYRED project will be presented and disseminated.

The initial data base of the events will be created during the first year of the project, but the list will be constantly updated during the project lifetime.

The template for the database of the relevant events per country is the attachment n. *02_Events_Data base*

Overview of Tools, Purpose, Target groups and Partners role

Means of communication	Main target groups	Purpose	Role of partners
INTERNAL			
Project Website and Platform	Project partners, children and young people	Presentation of the project, Exchange information and methodology, collaborate	Project partners to use the intranet and provide relevant information, collect the artefacts produced
EXTERNAL			
Project Website Public area	Project partners, European Commission, general users and people interested in the project	Create consistent and high quality access to WYRED's own results and related developments	Project partners to provide relevant information and documentation to enrich the project website and to be shared by all
Partners' institutional websites	General users	Promote WYRED project	Partners to link to the WYRED website
Leaflet Brochure Press release	All potential beneficiaries	Raise awareness and inform about WYRED project, encourage people to participate in WYRED project and exploit the results	Inform about the project on national and international level
Social media	General followers and users, people interested in WYRED project	Raise awareness and inform about WYRED project, encourage people to participate in WYRED project and exploit the results	Inform about the project on national and international level
Newsletter	All the contacts in the target lists, contacts in the database of the partners	Raise awareness and inform about WYRED project, encourage people to participate in WYRED project and exploit the results	Inform about the project on national and international level

4 Exploitation Plan

The main goal of WYRED project is to allow youth voice to be heard supporting young people becoming opinion makers. Therefore, a clear exploitation plan is fundamental in order to agree among partners how to mainstream youth perspective on social issues and multiply their proposals / calls to action.

Following the dissemination plan, the exploitation plan foresees a set of activities of mainstreaming (actual transfer of successful results to appropriate stakeholders and decision-makers) and multiplication (convincing end-users to adopt or apply the results of the projects).

Defining EP requires some steps that are compulsory for considering a EP complete. These steps are the following:

- a) *Defining tangible and intangible products to be exploited*
- b) *Defining the potential leverage level of the processes and results*
- c) *Defining target groups / categories (both on national and international level)*
- d) *Matching products and target groups*
- e) *Defining key measurable quantitative and qualitative indicators*
- f) *Defining partner roles*
- g) *Defining timeframe*

The success of the exploitation activities is closely linked to the success of the dissemination. More the dissemination will be effective (in terms of full awareness about relevance of aims, methodologies, outcomes) more it will be easy to exploit the project outcomes and processes.

As stated above, it is crucial to communicate the whole project process in order to raise community interest in it, and in the WYRED specific case, it is the process rather than research outcomes that has to be taken into consideration if we want to make young people opinion makers and not idea incubators (research results will be indeed relevant for specific issues treated, but in the entire context of impact on policies and opinion making processes, the methodologies used may be more relevant).

4.1 Objectives

The first objective of this Exploitation Plan is to identify the targets of our mainstreaming and multiplication efforts. At the same time, it is important to build into the Plan the possibility for modifying our target groups should our exploitation efforts require it.

The targets of our mainstreaming and multiplication efforts shall be differentiated according to activities that fall within the lifetime of the project and those that are intended to flourish after the project. While this may not alter the identity of the target groups, the phase of the project/ post-project is likely to affect the priority accorded different targets in the strategy.

The second objective of this Plan is to detail the means by which we are to reach our target groups, including a timetable for realisation of the concrete steps of the strategy and an allocation of responsibility within the consortium for each separate goal. This necessarily involves a needs assessment of each group and a mechanism for monitoring and evaluating the extent to which we are succeeding in reaching the identified group.

The third objective is to lay-out strategies for ensuring the goals of the project continue to be realised after the lifetime of the project. In effect, this entails that the consortium secure sufficient funding to be able to launch WYRED association.

4.2 The potential leverage level of the processes and results

4.2.1 Methods

- ✓ **Managerial lessons and know-how:** all partners but particularly the co-ordinating partner will learn a number of techniques for successfully managing a transnational consortium.
- ✓ **Project participants gain topic knowledge:** individual participants in the project will increase their substantive knowledge about youth issues from a European perspective coming from action-research experiences undertaken by young people that will allow them to position themselves towards policy makers and act as influencers.
- ✓ **Project participants gain research training knowledge:** individual participants, both young people and project's staff, will increase their knowledge about methodologies to involve young people in research activities, team management, online participation, advocacy processes towards decision makers.

4.2.2 Experiences

- ✓ **Experience of the management and co-operation of a transnational partnership:** staff across the consortium partners benefit from the experience gained of participation in a transnational consortium.
- ✓ **Experience of individual researchers within the consortium:** individual researchers gain

valuable experience from participation in online consultations, and from co-training and co-supervision across borders, cultures and languages.

4.2.3 Policy Lessons

- ✓ **Knowledge-based development policy-making:** WYRED aims to contribute in two ways to improving European policy-making in the youth field: firstly, by making visible the merits of a knowledge-based approach to youth issues and policies; and secondly, via the research produced as a consequence of the project and its focus on inter-disciplinary methodology and locally-defined needs.

4.2.4 European Co-Operation

- ✓ **New European Partnerships:** the WYRED consortium creates a new partnership between European partners, as well as extending and deepening other partnerships that pre-existed this co-operation.
- ✓ **New co-operation between European partners and non-EU institutions:** both internally to the consortium and as part of the associated partner network, WYRED creates new partnership between Academies, development NGOs, charities and youth organisations – an important contribution to capacity-building in the field of youth empowerment and of mutual learning.
- ✓ **Cross-cultural dialogue and co-operation:** staff of the WYRED consortium is not only drawn from across the European spectrum, but extends to non-European cultures. Moreover, cross-cultural dialogue training is an important aspect of the youth empowerment strategy developed within the project.

4.3 Remarks on exploitation target groups

Mainly, target group categories for dissemination are the same for the exploitation. Nevertheless, not all of the stakeholders are potential exploiters. When defining exploitation products and targets, we should pose the question: *what products can be used by external users (beside project beneficiaries)?; who are the external users that can use project outcomes? What are the main means to continue using the outcomes?*

For exploitation of the results, it is necessary to ensure that those who are direct beneficiaries of the project must be well informed and own the project outcomes. For that reason, they become first target group and fundament of the further dissemination and exploitation.

4.4 Exploitation strategy

The proposal is to develop individual strategies for each target group based on the main target groups identified in the bid. In this section we identify the project's target groups and present a



strategy for reaching and addressing the needs of each group in turn. It is important to note at the outset that these individual strategies will be subject to monitoring, evaluation and, where advisable, modification as the project progresses.

Moreover, it is also important to realize – as stated in the introduction to this Plan – that these strategies are directed primarily at the lifetime of the project. This Plan will be amended in the second half of the project to shift the focus from the project to the post-project phase.

TARGET GROUP 1 Children, Youth and Youth organizations and platforms							
T.	IDENTIFYING AND ADDRESSING NEEDS:	REACHING POTENTIAL TARGET	KEY MESSAGES	WHEN?	IMPACT ON MULTIPLICATION AND MAINSTREAMING EFFORTS	TARGETS	HOW TO MEASURE?
T1	<p>Children and young people need to make themselves visible, to feel that their voice is heard in the community and that they can positively contribute to the development of inclusive European societies.</p> <p>Today's children and young people lack opportunities to participate actively in policy and decision making, as well as in designing their digital agenda.</p> <p>Youth organisations struggle for recognition and to voice their needs. Getting involved</p>	<p>As children are a vulnerable group, partners will have to get in contact with them through partnerships with schools, youth clubs, associations and families.</p> <p>Potential young people and youth organisations will be mainly targeted via dissemination tools (Facebook posts, website and targeted newsletters).</p> <p>Youth organisations will be directly involved in undertaking researches on relevant issues for their members.</p> <p>Facebook and social media will foster the outreach of youth</p>	<p>A continuously evolving space in which children and young people are able to generate and explore their perceptions in relation to the digital society, with the support of professional researchers. The WYRED Platform constitutes a new, more grounded, and respectful approach to social research into youth issues, in which the young engage not only with each other but also with stakeholders from a wide range of relevant constituencies, such as policy, industry, civil society and research.</p> <p>Exciting project to join</p> <p>Opportunity to join WYRED association</p> <p>Find visual materials produced by other peers</p> <p>Find out about most relevant issues perceived by peers connected with digital society in EU</p> <p>Share/learn from EU wide peers</p> <p>Opportunity to influence and interact with decision makers at</p>	<p>During the whole project lifetime</p> <p>After the life of the project through WYRED association activities and membership</p>	<p>Raising the level of awareness concerning relevant social issues connected with digital society will help children and young people to develop values and competences to fully participate as active citizens in European societies.</p> <p>Furthermore, they will become ambassadors of WYRED association mainstreaming the dissemination activities through digital tools and local events.</p> <p>WYRED partners' networks and alliances will be the main channel of mainstreaming</p>	<p>Schools</p> <p>Teachers</p> <p>Parents</p> <p>Youth clubs</p> <p>Youth organisations</p> <p>Local associations</p> <p>Blogs</p> <p>National and European youth networks</p> <p>European Youth Forum</p> <p>Youth partnership of the CoE</p> <p>National Youth Councils</p> <p>Local and</p>	<p>N° of children participating online during project's lifetime.</p> <p>Web page visits.</p> <p>Open and click through rates of emails.</p> <p>N° of young people participating online during project's lifetime.</p> <p>N° of comments on Facebook posts</p> <p>N° of WYRED posts and tweets shared by young people.</p> <p>N° of youth organisation directly engaged with the project.</p> <p>N° of youth organisations disseminating and exploiting WYRED</p>

	into WYRED association activities will be beneficial to bring their stakes to different stakeholders	organisations across Europe.	different levels Opportunity to join WYRED association			national youth organisations cooperating with WYRED partners	researches
TARGET GROUP 2							
Educational institutions: children and adult education							
T.	IDENTIFYING AND ADDRESSING NEEDS:	REACHING POTENTIAL TARGET	KEY MESSAGES	WHEN?	IMPACT ON MULTIPLICATION AND MAINSTREAMING EFFORTS	TARGETS	HOW TO MEASURE?
T2	<p>Education systems of many EU countries are struggling due to the digitalisation of teaching methods and materials.</p> <p>They need to get to know better pupils needs and their ways of learning and communicating in order to provide meaningful teaching approaches able</p>	<p>Potential education institutions will be mainly targeted via formal dissemination tools (newsletters and website)</p> <p>Another possibility is to engage WYRED partners in teacher's trainings activities to raise awareness in education institutions about projects' aims and outcomes.</p>	<p>New insights into the perspectives and understandings of children and young people, compared and contrasted with those of other generations, in relation to the digital society and the changes it brings in different social areas</p> <p>Artefacts, and stories emerging from the research cycle that reflect and express children and young people's vision of the digital society and their role in it, future potentials and motivations for participating in and engaging with society.</p> <p>Find trial/final tools that will support more effective teaching</p>	<p>During and after the life of the project through WYRED association activities and membership</p>	<p>To get teachers to use tools in school with pupils.</p> <p>This will be done targeting communication and dissemination activities towards:</p> <ul style="list-style-type: none"> • Education press • Head teacher professional organisations (e.g. unions) mailing lists/social media • In service training agencies for teachers • Identify through school sector networks to address 	<p>WYRED partners' schools' networks</p> <p>Education blogs and networks</p>	<p>N° of teachers and schools participating in project's activities and disseminating main insights in their local communities towards different stakeholders</p>

	to include each student in the learning process.		<p>and pupil motivation</p> <p>Research tools as a support for educational outcomes</p> <p>Support to you meet your own aims</p> <p>You and your pupils can provide valuable insights on the issues relevant to you</p>				
TARGET GROUP 3 Policy and decision makers							
T.	IDENTIFYING AND ADDRESSING NEEDS:	REACHING POTENTIAL TARGET	KEY MESSAGES	WHEN?	IMPACT ON MULTIPLICATION AND MAINSTREAMING EFFORTS	TARGETS	HOW TO MEASURE?
T3	<p>Policy and decision makers are facing several problems in communicating and interacting with young people as digitalisation has created new ways of participation into social life.</p> <p>Political participation is more and more taking place online</p>	<p>Policy makers will be directly involved since the very beginning of the project in order to shape the outcomes of youth researches in a way they can use them as a reference to develop new policy actions.</p>	<p>New insights into the perspectives and understandings of children and young people, compared and contrasted with those of other generations, in relation to the digital society and the changes it brings in different social areas.</p> <p>Recommendations to policy derived from the outputs of the social dialogue and the research activities in a wide range of contexts relating to children and young people and the digital society.</p>	<p>During and after the life of the project through WYRED association activities and membership</p>	<p>Dissemination: partner mailing list, Direct advocacy</p>	<p>Local, national and EU decision makers</p>	<p>N° of Meeting between policy makers and partners</p> <p>Attendance at dissemination event</p> <p>N° of WYRED proposals used as references for policy actions</p>

	where anyone can express personal ideas creating a wide range of very specific needs that are hard to tackle.						
TARGET GROUP 4 Opinion makers: strategist, experts, scientists and researchers							
T.	IDENTIFYING AND ADDRESSING NEEDS:	REACHING POTENTIAL TARGET	KEY MESSAGES	WHEN?	IMPACT ON MULTIPLICATION AND MAINSTREAMING EFFORTS	TARGETS	HOW TO MEASURE?
T4	Opinion makers need processed quantitative and qualitative data and insights in order to make their assumption on societal changes.	Opinion makers will be directly involved into the project in assessing the recommendations produced by youth researchers and providing youth visibility throughout the project.	<p>Artefacts, and stories emerging from the research cycle that reflect and express children and young people's vision of the digital society and their role in it, future potentials and motivations for participating in and engaging with society.</p> <p>Raw data for further more detailed analysis and experimentation.</p> <p>Knowledge base collecting and curating all of the above</p> <p>Knowledge generated will lead to social impacts such as the generation of new opportunities for innovative companies, public services and other social groups which, on the basis of the insights derived from the work, can create</p>	During and after the life of the project through WYRED association activities and membership	<p>Publishing journal</p> <p>Reference in academic mailing lists</p> <p>Emails to key academic contacts</p>	WYRED partners mailing lists and networks	Citations of WYRED insights into academic reports and media articles

			products and services which are more closely aligned with the lived experience and concerns of children and youth				
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4.5 WYRED Online Festival

As one of the main dissemination and exploitation channels, the project foresees the WYRED Online Festival in month 18th and 32nd and it is supposed to be held in Spain and in UK. The aim of the festival is to showcase outputs and the activity of the project, and to promote further dialogues aimed to include more children and young people in the WYRED activity. Since during the same period WYRED project is supposed to be presented also in the YO!Fest in Brussels and in the European Youth Event in Strasbourg the partners will take in consideration the opportunity to organize the Festival in another period.

The focus of the Online Festival will be participation rather than presentation and for this reason it will involve a series of workshops and debate, polls, games and other participatory activities related to the WYRED research activities, as well as opportunities to explore the outputs.

Moreover, considering the online nature of the event, site it in Spain and UK should be better define.

This section will be updated in a later stage of the project when more elements shall be available

"Exhibitors" ¹	"Visitors" ²	Exhibits ³	Tools ⁴	Methods ⁵

4.6 Showcase Workshops

The project envisages building the engagement of policymakers and other key stakeholders in the definition of youth roles in society in order to ensure the extent of the impact of the project.

Showcase workshops will be organized in each country of the partners in order to promote deeper engagement with stakeholders not actively participating and present them with the

¹ Who is exhibiting the contents of the festival?

² Who are the targets to be informed and invited to join the festival in order to get informed about?

³ What kind of content shall be exhibited?

⁴ What kind of tools will be used in order to guarantee the maximum participation?

⁵ What kind of methodologies will be used in the online environment able to guarantee the successful results?



results/recommendations generated in the WYRED cycle and develop their engagement in the definition of youth roles in different sectors of society.

This will be done principally in M17-M19 and M34-M36, 1 workshop per country at the end of each WYRED cycle. The partners will throughout the project be aiming to promote engagement with key stakeholders inviting them to participate in or observe the different activities the project organizes. Each partner will make its own proposal by filling the template table in attachment n. *02_Showcase workshop*

Please, read the methodology proposals enclosed, attachment n. *03_Showcase workshop Methodological proposal* supporting document, before filling the table.

If needed, Oxfam Italia will support other partners in organizing events from methodological point of view.

4.7 WYRED Association

In the second year of the project, following the completion of the first phase of the project, the project envisages the constitution of the WYRED Association that formalize the WYRED network built. The Association is supposed to carry forward the work of the network and engage the wider society through continuous enlargement of the network, online exchange through the platform and organizing the online festival attracting huger audiences.

WYRED Association will represent the main dissemination and exploitation tool after the project lifetime.

The project foresees the development of the Business Plan by the end of the first cycle of the project. Before developing the Business Plan, partners will develop business idea and business model in order to create stronger basis for building the entire process and the most important outcome of it.

This section will be developed in a later stage when more elements will be available to manage the exploitation plan through the Association.

5 Monitoring

Valorisation activities to be undertaken by all partners, as well as their impact through certain indicators will be tracked down and assessed throughout the project. A dedicated archive in the



WYRED platform will be kept by the valorisation lead partner, covering the partnership activities following the different WP established in the proposal. Each partner can use this common archive to upload and download all the materials or documents needed.

A set of Monitoring tools has been developed and will be filled by partners of the consortium. These tools are:

4a) Valorisation Activities Report that will be filled out on a 6-monthly basis, starting from april 2017 by all partners accordingly. Reports are provided by valorisation contact person about their international, national and local valorisation activities. This report allows estimating of the target groups reached, and helps drafting improvement suggestions where necessary. The report will be supported by **4b) Valorisation Activities Evidences**.

Statistical analysis of the project website and social media pages serves partners as guidance for further activities. In particular, the main indicators of interest are:

- **Page views:** number of web pages requested and viewed by the user.
- **Visits or sessions:** number of visits to the WYRED website made by users.
- **Unique visitors:** number of single users that have visited the site, net of duplications.
- **Time spent:** time spent in minutes and seconds while navigating or viewing the pages of the site.

Quantitative outcome measures as demonstrated above will be complemented by qualitative ones (where and when feasible) as indicatively:

- Reporting on feedback by target groups in terms of useful suggestions or comments on project's scope and outputs.
- Country specific (comparative) impact of and interest project objectives.
- Impact on non-project countries within or beyond EU.

The gathered information and data will be integrated and reported by Oxfam Italia complying to official reporting periods and needed documentation. Analysis of the reports on the dissemination events also allows to check whether planned schedules need to be adjusted or other types of activities are necessary.



All partners will provide relevant information according to tools provided for monitoring of dissemination and exploitation activities, with all related evidences that were appropriately stored before.

6 Annexes

- 01 Stakeholder contacts database*
- 02 Showcase workshop*
- 03 Showcase workshop Methodological proposal*
- 04a WYRED Valorisation activities report*
- 04b WYRED Valorisation activities evidences*
- 05 WYRED Visual identity*
- 06 Partners Social Media Survey*
- 07 Partners Social Media Survey Results*